

# Prevention

*Presenter: Tony Biglan, Ph.D., Senior Scientist and Director,  
Center for Community Interventions on Child Rearing, Oregon Research Institute, Eugene, Oregon*

A very brief description of the evidence for prevention of tobacco use will be presented. Prevention efforts for which there is some evidence include school-based prevention programs and comprehensive community interventions. Other prevention strategies include youth anti-tobacco activities and family communications about tobacco. However, at present there is insufficient evidence to support their widespread implementation. Four priorities for further research will be discussed. Studies are needed of the benefit of prevention and treatment interventions that target adolescents with problems other than tobacco use. Despite the fact that peers are the major influence on adolescents' initiation of tobacco use, experimental evaluations of strategies for preventing deviant peer group formation have not been done. Research is needed on the effects of interventions designed to directly counter the persuasive effects of tobacco advertising. Finally, research is needed that experimentally evaluates comprehensive community interventions to prevention tobacco use.